

Request for Proposals Naming Rights/Title Sponsor

Issued: September 4, 2014

Deadline to Submit: October 17, 2014

The Woodlands (Texas) Convention & Visitors Bureau is requesting proposals from entities for NAMING RIGHTS (Title Sponsor) that includes exclusivity within the event category for 2015 CVB Events in The Woodlands. The goal of the naming rights sponsorship program is for The Woodlands CVB to review proposals which maximize the value of sponsorships dollars for both The Woodlands CVB and the selected business. The process of The Woodlands CVB in regards to naming rights sponsorship evaluation is as follows:

- Request for Proposals for Naming Rights will be publicly solicited for those programs and events that warrant Naming Rights or title sponsors;
- Naming Rights may include exclusivity within the event category;
- Evaluation, qualification and award of proposals will be made in the best interest of The Woodlands CVB as determined by The President, at his sole discretion.

The Woodlands CVB events are unique and each has different entitlements. Overall, the sponsorship proposals The Woodlands CVB receives are evaluated based on the following:

- Monetary Sponsorship*** – The proposal shall contain a minimum cash sponsorship of the following amount for the listed events, which includes exclusivity within the product category.

Event	Approximate Attendees	Minimum Cash Sponsorship
Live at Night (Spring)	5,000+	\$5,000
Memorial Day	10,000+	\$15,000
Waterway Nights	12,000+	\$25,000
Red, Hot & Blue Festival	50,000+	\$50,000
Labor Day	10,000+	\$7,500
Live at Night (Fall)	5,000+	\$5,000
Trick or Treat Trail	5,000+	\$10,000
Lighting of the Doves	20,000+	\$25,000
International Winter on the Waterway (iWOW)	20,000+	\$25,000
The Ice Rink	50,000+	\$50,000
Winter Wonderland	100,000+	\$30,000
Caroling on the Square	2,000+	\$4,000

- b. **Value In Kind** – The proposal may contain additional services that the entity can provide to The Woodlands CVB to enhance the event experience. Past sponsors have provided to the CVB: shirts, medical services, engineering support, advertising, volunteers, marketing support, promotional products, event giveaways, etc., at no cost to The Woodlands CVB. These value adding products or services are above and beyond the minimum cash sponsorship and aid The Woodlands CVB in reducing the cost to produce the event.

The Woodlands CVB will conduct a comprehensive and impartial evaluation of all proposals received, based on the following criteria:

Category	Description	Value
Monetary Requirement	Additional value is awarded for commitment above the minimum commitment.	75%
Value In-Kind Budget Relief	Products or services provided by sponsor that directly benefit the event.	5%
Volunteer Support	Volunteers provided by the entity for the event.	5%
Marketing/Event Promotion Strength and Effectiveness	Firm's promotional suggestions to reach festival attendees.	5%
Value In-Kind Intangibles	Product or services offered that may enhance the event but is of no direct benefit to the event.	10%

Naming Rights are defined as publishing the Company's name in front of the event name in addition to other sponsorship benefits. A Sponsorship Agreement is being proposed with a goal of maximizing the safety, experience and organization of the events, while reducing the overall financial commitment of The Woodlands CVB.

Proposals are due on October 17, 2014 by 4:00 pm.

Proposals should be addressed as follows:

Nick Wolda, President
The Woodlands Convention and Visitors Bureau
2801 Technology Forest Blvd.
The Woodlands, Texas 77381
Nick.Wolda@thewoodlandscvb.com

Proposals should be delivered or mailed to the TWCVB office above; **proposals submitted via fax or email will not be considered.** It is the responsibility of the participating candidates to ensure that the proposal is received by TWCVB by the date and time specified in this RFP. **Late proposals will not be considered.** All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the candidate and will not be reimbursed by TWCVB. Additionally, TWCVB shall incur no liability for the preparation and/or submission of any proposal incurred by a candidate. CVB expressly

reserves the right to reject any and all proposals, in whole or in part, received in response to this RFP; to accept any proposal(s) that it determines shall best meet the TWCVB's goals, objectives, and standards, regardless of whether or not said proposal offers the highest monetary value; to waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or to negotiate separately the terms and conditions of all or any part of the proposals as determined to be in TWCVB's best interest and sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP, and will contain additional legal terms and conditions.

Questions can be sent to **Nick Wolda**, *President*, who can be reached at nick.wolda@thewoodlandscvb.com Please address all questions in writing. We are looking forward to reviewing your proposal and working with your company in making The Woodlands a great place to visit.

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PUBLICITY

Press releases sent to comprehensive database of media outlets and social media portals. Additional publicity will be added to The Woodlands CVB website.

SPONSOR NAMING EXAMPLE ENTITLEMENTS **Not comprehensive as each event varies.*

Naming/Presenting Sponsor

- Designated as "Your *Business' Name* Event Name" The Woodlands.
- Name attached to event/logo.
- Announcements of sponsorship during the event.
- Sponsor provided 2- 10' x 10' booth spaces during event.
- Company promotional items/information included in advertising materials.
- Company logo and/or name incorporated into the logo of The Woodlands CVB Event Title.
- Six (6) (3' x 6') banners displayed at event site.
- Event/Company logo and/or name in Ads, t-shirts, swag items and in participant eblast with link to sponsor website, upon execution of a sponsorship agreement.
- Other services as identified in the selected sponsors' proposal.
- ***NOTE:** *One company product or service per category.*

THE WOODLANDS DEMOGRAPHICS

Population: 105,283 (persons per household 2.65).

Adults: Median age is 36.4; total number of adults is 77,438.

Children: 27,845; households with children – 44.6 percent.

Median Household Income: Annual family income \$105,398.

Sources - *Interfaith, US Census Bureau, ESRI and The Woodlands Development Company*